

# Conference: (Re-) Branding Regions in East Central Europe. Space and Spatial Representations in Transition after World Wars I & II

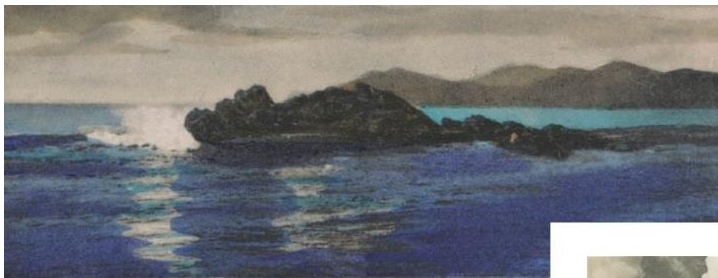
**Dates:** February 13-14, 2025

**Venue:** Institute for East European History, University of Vienna, Spitalgasse 2, Hof 3, Entrance 3.2 (Campus), 1090 Vienna, Austria

## **Organizers:**

Dr. Martin Rohde, University of Vienna, [martin.rohde@univie.ac.at](mailto:martin.rohde@univie.ac.at)

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## (Re-) Branding Regions



## Thursday, February 13<sup>th</sup>

**Introduction: 10.00–10.15**

### **Panel I: 10.15–12.00: Re-branding “authenticity”**

**Christopher Wendt (Budapest)** – Reinforcing the Region: Reinvesting (German) Tyrolean Particularity in Post-Habsburg Austria

**Martin Rohde (Vienna)** – Negotiating “authenticity”. Polish and Ukrainian Re-branding of the Eastern Carpathians in the interwar period

**Stefanie Eisenhuth (Potsdam)** – Inventing East Germany. Narratives of the GDR in Travel Literature

**Chair: Piotr Szlanta (Vienna)**

**Coffee break: 12.00–12.15**

### **Panel II: 12.15–14.00: Re-branding modernity**

**Maciej Czerwiński (Kraków)** – A Sea Oriented Nation. Dalmatia in the Cultural and Political Imagination after World War I (the publications of the “Adriatic Guard” and “New Europe”)

**Jagoda Wierzejska (Warsaw)** – “Poles to the sea!” Rebranding Pomerania in the dominant Polish discourse of the interwar period

**Matthew D. Pauly (East Lansing)** – Out of the Tempest: Post-Revolutionary Odesa, Soviet Ukraine, and the Refashioning of Children

**Chair: Magdalena Baran-Szołtys (Vienna)**

**Lunchbreak: 14.00–15.00**

### **Panel III: 15.00–16.45: Visualizing regional differences**

**Klaus-Jürgen Hermanik (Graz)** – (Re-) Branding of ‘Swabian Turkey’

**Elisa-Maria Hiemer (Berlin) & Tamás Székely (Kőszeg)** – Crafting Nations Through Regions: Gender and Space in the 1921 Plebiscite Propaganda of Burgenland and Silesia

**Melinda Harlov-Csortán (Vác)** – Burgenland and its Hungarian counterpart after WWII, and especially after mid-1950s

**Chair: Christoph Augustynowicz (Vienna)**

**Coffee break: 16.45–17.15**

### Keynote I: 17.15–18.45

**Patrice Dabrowski (Harvard)** – (Re-)Branding Mountain Regions: The Promotion of Carpathian “Nativeness” in Interwar Poland

**Chair: Dietlind Hüchtler (Vienna)**

### Conference dinner

## Friday, February 14<sup>th</sup>

### Keynote II: 9.45–10.45

**Kerstin S. Jobst (Vienna)** – Yalta as a Russian pleasure periphery. The branding of Crimea’s southern coast through tourism (19th/20th century)

**Chair: Alois Woldan (Vienna)**

### Coffee break: 10.45–11.15

### Panel IV: 11.15–13.00: Hierarchies (of power, officialdom, and spatiality) in re-branding

**Marty Manor Mullins (KalisPELL)** – “Rebranding from Above & Below: Eastern Slovakia’s Hungarian & Greek Catholic Minorities”

**Jaroslav Ira (Prague)** – Branding the Regions of National Preeminence: Chodsko/South Bohemia in Czechoslovakia and Góry Świętokrzyskie/Sandomierskie in Poland (1918-1939)

**Felix Bruckner (Regensburg)** – Dogheads. The Chodsko as a special case in the rebranding of the Czechoslovak borderlands after the Second World War

**Chair: Bőrries Kuzmany (Vienna)**

### Lunch: 13.00–13.45

### Panel V: 13.45–15.15: Mnemotechnics of re-branding

**Duygu Yayla Eldem (Istanbul) & A. Emre Eldem (Istanbul)** – Old Names, New Lands: Mnemonic Continuity in the Renaming of Greek Refugee Settlements

**Antony Hoyte-West (Oxford)** – From Habsburg Bukovina to Romanian Bucovina: Literary perspectives on spatial rebranding in selected works by Gregor von Rezzori

**Miroslav Malinović (Banja Luka)** – Reimagining Banja Luka: Architectural Transformation and Spatial Rebranding of a former Austro-Hungarian provincial city in the Kingdom of Yugoslavia

**Chair: Mariia Shynkarenko (Vienna)**

### Concluding discussion / farewell: 15.15–15.45

Co-organized by the University of Vienna, the University of Warsaw and the Institute for Human Sciences in Vienna (IWM). Project conference in the framework of Schrödinger-Fellowship J 4515-G by the Austrian Science Fund (FWF). Co-founded by the Universities of Vienna and Warsaw, the IWM and the FWF.



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*Illustrations:*

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